**Rolls-Royce Motor Cars**

## Media Information

**ROLLS-ROYCE MOTOR CARS CONFIRMS DEVELOPMENT OF NEW MODEL**

5th August 2014, Goodwood

The manufacturer of the world’s pinnacle super-luxury automobiles today confirmed the development programme for a new Rolls-Royce. The new car will reach the market by mid-2016.

The car will build on the success of Phantom, Ghost and Wraith by continuing to boldly shape the future of the marque with contemporary, graceful and sensuous styling. It will deliver effortless, open-top touring through the perfect marriage of modern Rolls-Royce luxury, style and elegance with an engaging and exhilarating driving experience.

Speaking from the Home of Rolls-Royce at Goodwood, West Sussex, Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, said, “I am truly delighted to confirm today the development of our new model which will open an exciting new chapter in the great story of Rolls-Royce Motor Cars. We are currently developing an exciting and thoroughly contemporary interpretation of a pinnacle drophead tourer which will introduce even more discerning men and women to Rolls-Royce ownership.”

Peter Schwarzenbauer, Chairman of Rolls-Royce Motor Cars, welcomed the announcement saying, “The announcement of a new Rolls-Royce model is always a seminal moment in the automobile industry. When it arrives in 2016, this elegant and sensuous new car will build on the success of our current models and will play a key part in fulfilling Rolls-Royce Motor Car’s commitment to long-term sustainable growth.”

The new car is currently undergoing a rigorous process of prototype testing as it enters its next stage of development.

- Ends -

**Further information:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](file:///%5C%5Ceurope.bmw.corp%5Cwinfs%5CW50-proj%5CPublic_Relation%5CPress%20Releases%20Statements%20%26%20Press%20Packs%5C2013%5Ctwitter.com%5Crollsroycemedia).

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